CLAIMS PTO

7/30/06

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1.   **(Currently Amended)** A system for watermarking data associated with one or more products, the system comprising one or more software components collectively operable to:

generate an algorithm for creating a particular pattern in data associated with one or more products available from one or more sellers, the data comprising one or more of product attribute values for each of the one or more products, seller attribute values for each of the one or more products, and product descriptions for each of the one or more products, the data being stored in one or more databases accessible to one or more buyer computers for search queries for data associated with certain of the products, the pattern facilitating identification of a copy of the data and not ~~substantially~~ affecting authorized use of the data by the one or more buyer computers or users associated with the buyer computers; and

apply the algorithm to the data to create the particular pattern in the data.

2.   **(Previously Presented)** The system of Claim 32, wherein the one or more databases comprise seller databases associated with a particular seller.

3.   **(Previously Presented)** The system of Claim 32, wherein the one or more databases comprise a shared data repository.

4.   **(Previously Presented)** The system of Claim 32, wherein the data comprise one or more product attribute values, seller attribute values, and product descriptions for each of the one or more products.

5.   **(Original)** The system of Claim 1, wherein the algorithm is a sifting function.

6.   (Original) The system of Claim 1, wherein the pattern comprises a plurality of non-printable American Standard Code for Information Interchange (ASCII) characters inserted throughout the data according to a pre-defined arrangement.

7.   (Previously Presented) The system of Claim 32, wherein the pattern comprises a particular set of non-printable ASCII characters appearing after each instance of a particular group of characters in the data.

8.   (Previously Presented) The system of Claim 32, wherein the pattern comprises a plurality of insertion, deletions, or modifications of printable American Standard Code for Information Interchange (ASCII) characters in the data according to a pre-defined arrangement.

9.   (Previously Presented) The system of Claim 32, wherein the pattern comprises each instance of a particular group of characters in the data being underscored throughout the data.

10.   (Previously Presented) The system of Claim 32, wherein the software components are collectively further operable to determine a first sum of numerical values of bytes representing the data stored in the one or more databases for later comparison with a second sum of numerical values of bytes representing data from another source to determine whether the data from the other source is a copy of the data from the one or more databases.

11. (Currently Amended) A method for watermarking data associated with one or more products, comprising:

generating an algorithm for creating a particular pattern in data associated with one or more products available from one or more sellers, the data comprising one or more of product attribute values for each of the one or more products, seller attribute values for each of the one or more products, and product descriptions for each of the one or more products, the data being stored in one or more databases accessible to one or more buyer computers for search queries for data associated with certain of the products, the pattern facilitating identification of a copy of the data and not ~~substantially~~ affecting authorized use of the data by the one or more buyer computers or users associated with the buyer computers; and

applying the algorithm to the data to create the particular pattern in the data.

12. (Previously Presented) The method of Claim 33, wherein the one or more databases comprise seller databases associated with a particular seller.

13. (Previously Presented) The method of Claim 33, wherein the one or more databases comprise a shared data repository.

14. (Previously Presented) The method of Claim 33, wherein the data comprise one or more product attribute values, seller attribute values, and product descriptions for each of the one or more products.

12. (Original) The method of Claim 11, wherein the one or more databases comprise seller databases associated with a particular seller.

13. (Original) The method of Claim 11, wherein the one or more databases comprise a shared data repository.

14. (Original) The method of Claim 11, wherein the data comprise one or more product attribute values, seller attribute values, and product descriptions for each of the one or more products.

15.   **(Original)** The method of Claim 11, wherein the algorithm is a sifting function.

16.   **(Original)** The method of Claim 11, wherein the pattern comprises a plurality of non-printable American Standard Code for Information Interchange (ASCII) characters inserted throughout the data according to a pre-defined arrangement.

17.   **(Previously Presented)** The method of Claim 33, wherein the pattern comprises a particular set of non-printable ASCII characters appearing after each instance of a particular group of characters in the data.

18.   **(Previously Presented)** The method of Claim 33, wherein the pattern comprises a plurality of insertion, deletions, or modifications of printable American Standard Code for Information Interchange (ASCII) characters in the data according to a pre-defined arrangement.

19.   **(Previously Presented)** The method of Claim 33, wherein the pattern comprises each instance of a particular group of characters in the data being underscored throughout the data.

20.   **(Previously Presented)** The method of Claim 33, further comprising determining a first sum of numerical values of bytes representing the data stored in the one or more databases for later comparison with a second sum of numerical values of bytes representing data from another source to determine whether the data from the other source is a copy of the data from the one or more databases.

21.   **(Currently Amended)** Software for watermarking data associated with one or more products, the software embodied in a computer-readable medium and when executed operable to:

generate an algorithm for creating a particular pattern in data associated with one or more products available from one or more sellers, the data comprising one or more of product attribute values for each of the one or more products, seller attribute values for each of the one or more products, and product descriptions for each of the one or more products, the data being stored in one or more databases accessible to one or more buyer computers for search queries for data associated with certain of the products, the pattern facilitating identification of a copy of the data and not ~~substantially~~ affecting authorized use of the data by the one or more buyer computers or users associated with the buyer computers; and

apply the algorithm to the data to create the particular pattern in the data.

22.   **(Previously Presented)** The software of Claim 34, wherein the one or more databases comprise seller databases associated with a particular seller.

23.   **(Previously Presented)** The software of Claim 34, wherein the one or more databases comprise a shared data repository.

24.   **(Previously Presented)** The software of Claim 34, wherein the data comprise one or more product attribute values, seller attribute values, and product descriptions for each of the one or more products.

25.   **(Original)** The software of Claim 21, wherein the algorithm is a sifting function.

26.   **(Original)** The software of Claim 21, wherein the pattern comprises a plurality of non-printable American Standard Code for Information Interchange (ASCII) characters inserted throughout the data according to a pre-defined arrangement.

27. **(Previously Presented)** The software of Claim 34, wherein the pattern comprises a particular set of non-printable ASCII characters appearing after each instance of a particular group of characters in the data.

28. **(Previously Presented)** The software of Claim 34, wherein the pattern comprises a plurality of insertion, deletions, or modifications of printable American Standard Code for Information Interchange (ASCII) characters in the data according to a pre-defined arrangement.

29. **(Previously Presented)** The software of Claim 34, wherein the pattern comprises each instance of a particular group of characters in the data being underscored throughout the data.

30. **(Previously Presented)** The software of Claim 34, further operable to determine a first sum of numerical values of bytes representing the data stored in the one or more databases for later comparison with a second sum of numerical values of bytes representing data from another source to determine whether the data from the other source is a copy of the data from the one or more databases.

31.   (Previously Presented) A ~~A~~ An electronic commerce system for watermarking data associated with one or more products, comprising:

means for generating an algorithm for creating a particular watermark pattern in ~~data~~ data, the data associated with one or more products available from one or more sellers, the data comprising one or more of product attribute values for each of the one or more products, seller attribute values for each of the one or more products, and product descriptions for each of the one or more products the data being stored in one or more databases accessible to one or more buyer computers for search queries for data associated with certain of the products, the generated algorithm comprising a sifting function ~~capable of~~ for creating the particular watermark pattern in the data for identifying the data and the source of the data, without adversely affecting the use of the data, the sifting function ~~is capable of altering~~ alters printable American Standard Code for Information Interchange (ASCII) characters in the data, wherein the particular watermark pattern ~~comprising~~ comprises a plurality of non-printable ASCII characters inserted throughout the data according to a pre-defined arrangement, and the particular watermark pattern ~~facilitating~~ facilitates identification of a copy of the data and does not ~~affecting~~ affect authorized use of the data by the one or more ~~buyer computers or users associated with the~~ buyer computers; and

means for applying the ~~algorithm~~ sifting function to the data to create the particular watermark pattern in the data.

32. **(Currently Amended)** A An electronic commerce system for watermarking data associated with one or more products, the system comprising one or more software components collectively operable to: comprising:

a global content directory server for generating generate an algorithm for creating a particular watermark pattern in data data, the data associated with one or more products available from one or more sellers, the data comprising one or more product attribute values, seller attribute values, and product descriptions for each of the one or more products, the data being stored in one or more databases accessible to one or more buyer computers for search queries for data associated with certain of the products, the generated algorithm comprising a sifting function capable of for creating the particular watermark pattern in the data for identifying the data and the source of the data, without adversely affecting the use of the data, the sifting function is capable of altering alters printable American Standard Code for Information Interchange (ASCII) characters in the data, wherein the particular watermark pattern comprising comprises a plurality of non-printable characters inserted throughout the data according to a pre-defined arrangement, and the particular watermark pattern facilitating facilitates identification of a copy of the data and does not affecting affect authorized use of the data by the one or more buyer or users associated with the buyer computers; and

in response to generating the algorithm for creating the particular watermark pattern in the data, applying apply the algorithm sifting function to the data to create the particular watermark pattern in the data.

33. **(Currently Amended)** A method for watermarking data associated with one or more products, comprising:

generating an algorithm for creating a particular ~~watermark~~ pattern in ~~data~~ <u>data, the data</u> associated with one or more products available from one or more sellers, the data comprising one or more product attribute values, seller attribute values, and product descriptions for each of the one or more products, the data being stored in one or more databases accessible to one or more buyers for search queries for data associated with certain of the products, the <u>generated</u> algorithm comprising a sifting function ~~capable of~~ <u>for</u> creating the particular <u>watermark</u> pattern in the data for identifying the data and the source <u>of the data,</u> without adversely affecting the use of the data, the sifting function ~~is capable of altering~~ <u>alters</u> printable American Standard Code for Information Interchange (ASCII) characters in the data, <u>wherein</u> the <u>particular watermark</u> pattern ~~comprising~~ <u>comprises</u> a plurality of non-printable ASCII characters inserted throughout the data according to a pre-defined arrangement, <u>and</u> the <u>particular watermark</u> pattern ~~facilitating~~ <u>facilitates</u> identification of a copy of the data and <u>does</u> not ~~affecting~~ <u>affect</u> authorized use of the data by the one or more ~~buyer computers or users associated with the~~ buyer computers; and

applying the ~~algorithm~~ <u>sifting function</u> to the data to create the particular <u>watermark</u> pattern in the data.

34.   (Currently Amended) Software for watermarking data associated with one or more products, the software embodied in a computer-readable medium and when executed operable to:

generate an algorithm for creating a particular <u>watermark</u> pattern in ~~data~~ <u>data,</u> <u>the data</u> associated with one or more products available from one or more sellers, the data comprising one or more product attribute values, seller attribute values, and product descriptions for each of the one or more products, the data being stored in one or more databases accessible to one or more buyers for search queries for data associated with certain of the products, the <u>generated</u> algorithm comprising a sifting function ~~capable of~~ <u>for</u> creating the particular <u>watermark</u> pattern in the data for identifying the data and the source <u>of the data,</u> without adversely affecting the use of the data, the sifting function ~~is capable of altering~~ <u>alters</u> printable American Standard Code for Information Interchange (ASCII) characters in the data, <u>wherein</u> the <u>particular</u> <u>watermark</u> pattern ~~comprising~~ <u>comprises</u> a plurality of non-printable ASCII characters inserted throughout the data according to a pre-defined arrangement, <u>and</u> the <u>particular</u> <u>watermark</u> pattern ~~facilitating~~ <u>facilitates</u> identification of a copy of the data and <u>does</u> not ~~affecting~~ <u>affect</u> authorized use of the data by the one or more ~~buyer-computers or users~~ ~~associated with the~~ buyer computers; and

apply the ~~algorithm~~ <u>sifting function</u> to the data to create the particular <u>watermark</u> pattern in the data.